

Flash Eurobarometer 218
September 2007

Preparing for the Euro.
Survey among enterprises in Cyprus

Basic bilingual questionnaire

The GALLUP Organization

Questionnaire for a changeover survey among Cypriot enterprises, including retailers

Information on the enterprise:

- D1. **Please tell me your role in the enterprise:**
- "CEO" or general manager/director/managing director1
 - Euro-coordinator2
 - Head of Finance and/or Administration3
 - Other4
- D2. **Please indicate the sector of the business:**
- Retail trade (including repair of personal and household goods)1
 - Hotels and restaurants2
 - Transport, storage and communication3
 - Financial intermediation4
 - Real estate, renting and business activities5
 - Manufacturing6
 - Construction7
 - Other8
 - [DK/NA]9
- D3. **Please indicate the number of employees of the business:**
- Self-employed (without employees)1
 - 1-9 employees2
 - 10-49 employees3
 - More than 50 employees4
 - [DK/NA]9
- D4. **Please indicate the turnover of the business (CONVERTED TO LOCAL CURRENCY):**
- less than 150.000 EUR (less than 86550 CP)1
 - 150.000 to 500.000 EUR (86500CP to 288500 CP)2
 - 500.000 to 1.000.000 EUR (288500CP to 577000CP)3
 - 1.000.000 to 2.000.000 EUR (577000CP to 1154000CP)4
 - more than 2.000.000 EUR (1154000CP)5
 - [DK/NA]9

Q1. How well do you feel informed about the euro and the changeover?
[READ OUT – ONE ANSWER ONLY]

- Very well,1
- Rather well,2
- Not very well,3
- Not informed at all4
- [DK/NA]9

- QU: 1 -

Q2. Which of the following institutions do you prefer to receive information on the euro and the changeover from?
(SEVERAL ANSWERS POSSIBLE; READ OUT)

- preferred1
 - not preferred2
 - [DK/NA]9
-
- A) National Central Bank 1 2 9
 - B) European Institutions 1 2 9
 - C) Commercial banks 1 2 9
 - D) Government, regional and local authorities 1 2 9
 - E) Consumers associations 1 2 9
 - F) Media 1 2 9
 - G) Trade unions, professional organisations 1 2 9
 - H) Other 1 2 9

- 4,5 QU -

Q3. Do you think that the information you have received on the euro and the changeover is...?
[READ OUT – ONE ANSWER ONLY]

- Sufficient1
- Not sufficient2
- [Did not receive information]3
- [DK/NA]9

- QU: 1 -

[IF THE ANSWER TO QUESTION 3 IS "2" OR "3" OR "9"]
Q4. In which areas would you like to receive more information?
[READ OUT – ONE ANSWER PER LINE]

- Yes1
 - No2
 - [DK/NA]9
-
- A) Changeover plan 1 2 9
 - B) Conversion rate 1 2 9
 - C) Conversion rules, including rounding rules 1 2 9
 - D) Implications of the euro for contracts, salaries etc 1 2 9
 - E) Dual display of prices 1 2 9
 - F) The denominations of euro banknotes and coins 1 2 9
 - G) Other 1 2 9

- 4 QU -

Q5. How satisfied are you with the information provided by the national authorities for you regarding the euro so far?
[READ OUT – ONE ANSWER ONLY]

- Very satisfied4
- Rather satisfied3
- Rather unsatisfied2
- Very unsatisfied1
- [DK/NA]9

- QU: 1 -

Q6. **Do you have a copy of the government publications regarding the preparation of the business sector with the title 'Ενημερωτικό Εγχειρίδιο για την Εισαγωγή του ευρώ στην Κύπρο από τις Επιχειρήσεις'?**
[READ OUT – ONE ANSWER ONLY]

- Yes1
- No2
- [Never heard of it]3
- [DK/NA]9

- QU: 1 -

[IF THE ANSWER IS 'YES' Q6=1]

Q6bis. **Do you think these publications are useful for your preparations, or not?**
[READ OUT – ONE ANSWER ONLY]

- Very useful1
- Rather useful2
- Not useful3
- Not at all useful4
- [Did not look at it yet]5
- [Did not start preparations yet]6
- [DK/NA]9

- QU: 1 -

Q7. **Do you have a copy of the publication of the government concerning the dual display of prices?**
[READ OUT – ONE ANSWER ONLY]

- Yes1
- No2
- [Never heard of it]3
- [DK/NA]9

- QU: 1 -

[IF THE ANSWER IS 'YES' Q7=1]

Q7bis. **Do you think this publication is useful for your preparations, or not?**
[READ OUT – ONE ANSWER ONLY]

- Very useful1
- Rather useful2
- Not useful3
- Not at all useful4
- [Did not look at it yet]5
- [Did not start preparations yet]6
- [DK/NA]9

- QU: 1 -

Q8. **Have you visited the official euro website (www.euro.cy)?**
[READ OUT – ONE ANSWER ONLY]

- Yes1
- No2
- [Never heard of it]3
- [DK/NA]9

- QU: 1 -

[IF THE ANSWER IS 'YES' Q7=1]

Q8bis. **Do you think this website is useful for your preparations, or not?**
[READ OUT – ONE ANSWER ONLY]

- Very useful1
- Rather useful2
- Not useful3

- Not at all useful4
- [Did not look at it yet]5
- [Did not start preparations yet]6
- [DK/NA].....9

- QU: 1 -

Q9. Have you used the free telephone line provided by the government for enquiries about the euro and the changeover?

[READ OUT – ONE ANSWER ONLY]

- Yes1
- No2
- [Never heard of it]3
- [DK/NA].....9

- QU: 1 -

[IF THE ANSWER IS 'YES' Q9=1]

Q9bis. Do you think this freephone line is useful for your preparations, or not?

[READ OUT – ONE ANSWER ONLY]

- Very useful1
- Rather useful.....2
- Not useful.....3
- Not at all useful4
- [Did not use it yet]5
- [Did not start preparations yet]6
- [DK/NA].....9

- QU: 1 -

Q10. Have you already started preparing your enterprise for the changeover to the euro?

[READ OUT – ONE ANSWER ONLY]

- yes1
- no.....2
- [DK/NA].....9

- QU: 1 -

[ASK THOSE WHO DID NOT START PREPARATIONS, "2" IN Q10, OTHERWISE SKIP TO Q10b]

Q10a. When, in which month do you plan to start such preparations?

[DO NOT READ OUT – CODE FROM LIST – ONE ANSWER ONLY]

-
- September 200701
- October 200702
- November 200703
- December 200704
- [does not plan to make preparations].....98
- [DK/NA].....99

- QU: 1 -

[ASK THOSE WHO ALREADY STARTED PREPARATIONS, "1" IN Q10, OTHERWISE SKIP TO Q11]

Q10b. When did you start such preparations?

[READ OUT – ONE ANSWER ONLY]

- December 2006 or before1
- January to March 20072
- April 2007 or later.....3
- [DK/NA].....9

- QU: 1 -

Q11. **As regards the changeover to the euro, have you ...?**
(READ OUT, ONE ANSWER PER LINE)

- yes1
- no2
- [DK/NA].....9

- A) identified the impact in the different areas of your enterprise?1 2 9
- B) defined the necessary computer adaptation?1 2 9
- C) informed your staff?1 2 9
- D) evaluated the training needs?1 2 9
- E) set up a detailed action plan in your enterprise?1 2 9
- F) appointed a person or persons in charge of coordinating your enterprise's changeover preparations (might be called "Euro-coordinator" or "Euro Project Manager")?1 2 9

- QU: 3,5 -

[IF APPOINTED SOMEONE TO COORDINATE, Q11F=1]

Q11bis. **When did you appoint the person (or persons) in charge of coordinating your enterprise's changeover preparations?**

[READ OUT – ONE ANSWER ONLY]

- December 2006 or before1
- January to March 20072
- April 2007 or later [DK/NA].....9

- QU: 1 -

ASK ALL

Q12. **Which consequences will the introduction of the euro have for your enterprise in the medium to long term?**

[READ OUT – ONE ANSWER ONLY]

- Very positive consequences1
- Positive consequences2
- Negative consequences.....3
- Very negative consequences 4
- [No consequences]5
- [DK/NA].....9

- QU: 1 -

Q13. **As regards the adaptation of your computer systems with respect to the introduction of the euro, how do you (plan to) proceed?**

[READ OUT – ONE ANSWER ONLY]

- Adaptation by own staff.....1
- Outsourcing to IT/software companies.....2
- [Mixture of both]3
- [DK/NA].....9

- QU: 1 –

Q14. **Do you expect your computer system(s) (e.g. accounting system, invoicing system, payroll system) to be ready for switching to the euro on 1 January 2008?**

- yes1
- no2
- part of the system(s) will be ready3
- [DK/NA].....9

- QU: 1 -

Q14bis. (IF THE ANSWER TO Q14. IS 'NO')

Why do you expect your computer system(s) not to be ready for switching to the euro on 1 January 2008?

- Lack of financial means to adapt the system(s)1
- Lack of own staff to prepare the adaptations of the system(s)2
- External IT/software services are provided too late by our contractor.....3
- Our external accountant will not be ready4
- Other reason5
- [DK/NA]9

- QU: 1 -

Q15. **Is your enterprise a retail enterprise (e.g. shop, supermarket, etc) or does your enterprise have direct financial relations involving cash operations with consumers?**

- yes1
- no2
- [DK/NA]9

- QU: 1 -

Q16. (IF THE ANSWER TO Q15. IS 'YES')

Do you expect to be supplied with euro coins before 1 January 2008 by your bank?

- yes1
- no2
- [DK/NA]9

- QU: 1 -

Q16bis. (IF THE ANSWER TO Q16. IS 'NO')

Why will you not be supplied with euro coins before 1 January 2008?
(ONE ANSWER PER LINE)

- yes, it is an important reason1
- no, it is not an important reason2
- [DK/NA]9

- A) We were not aware of the possibility of early supply of euro coins 1 2 9
- B) We see no need to receive eurocoins before 1 January 2008..... 1 2 9
- C) We do not want to pay for the early supply of euro coins 1 2 9
- D) Because of security or storage problems 1 2 9
- E) Other reason..... 1 2 9

- QU: 3 -

Q17. (IF THE ANSWER TO Q15. IS 'YES')

Do you expect to be supplied with euro banknotes before 1 January 2008 by your bank?

- yes1
- no2
- [DK/NA]9

- QU: 1 -

Q17bis. (IF THE ANSWER TO Q17. IS 'NO')

Why will you not be supplied with euro banknotes before 1 January 2008?
(ONE ANSWER PER LINE)

- yes, it is an important reason1
- no, it is not an important reason2
- [DK/NA]9

- A) We were not aware of the possibility of early supply of euro banknotes..... 1 2 9
- B) We see no need to receive euro banknotes before 1 January 2008..... 1 2 9

- C) We do not want to pay for the early supply of euro banknotes 1 2 9
- D) Because of security or storage problems 1 2 9
- E) Other reason..... 1 2 9

- QU: 3 -

Q18. How do you intend to give change as from 1 January 2008?

- In euro1
- In Cypriot pound.....2
- Mixed (euro and Cypriot pound)3
- [DK/NA].....9

- QU: 1 -

Q19. Do you know for how long there will be a parallel circulation of the Cyprus pound and the euro?
[READ OUT – ONE ANSWER ONLY]

- One month1
- Two months2
- Three months.....3
- Six months4
- [DK/NA].....9

- QU: 1 -

Q20. When you will establish your prices in euro, how will you proceed for the adjustment of prices, such as 5,99 CY£, which due to the application of the conversion rules would result in awkward amounts in euro?

[READ OUT – ONE ANSWER ONLY]

- exact application of the conversion rules (without further adjustment)1
- mostly adjusting the price upwards2
- mostly adjusting the price downwards3
- overall neutral approach (partly adjusting upwards, partly downwards).....4
- [DK/NA].....9

- QU: 1 -

Q21. Are you aware that before and after the changeover to the euro Cypriot firms will have to display prices both in Cypriot pounds and in euro?

[READ OUT – ONE ANSWER ONLY]

- Yes1
- No2
- [DK/NA].....9

- QU: 1 -

Q22. Are you facing any of the following problems or difficulties concerning the dual display of prices?

- Yes.....1
- No2
- [DK/NA].....9

- A) Technical problems (on receipts, price displays, etc) 1 2 9
- B) Calculation errors by the staff 1 2 9
- C) Consumer complaints 1 2 9
- D) Too time consuming 1 2 9
- E) Very costly 1 2 9
- F) Other problems 1 2 9

- QU: 3,5

9. Survey details

This Flash Eurobarometer 218: “Survey among enterprises in Cyprus” telephone survey was conducted on behalf of the European Commission, Directorate-General Economic and Financial Affairs.

The objective of the survey is to study the progress of the preparations of the introduction of the Euro in various business sectors in Cyprus

The current special target group Flash Eurobarometer survey was organised and managed by the Eurobarometer Team of the European Commission (Directorate-General Communication, Unit A-4).

The interviews were conducted between the 17th and the 25th of September 2007 by Cypriot Cymar partner institute of The Gallup Organization Hungary.

Representativeness of the results

The sample of 350 enterprises consists of 300 enterprises in the sectors G and H (trade and hotel sector), of which 20 enterprises with at least 20 employees and 50 enterprises in the sectors C to K (excl. G and H) with at least 20 employees.

The sample lists were developed by Cypriot partner using local statistical data sources. Sampling was made according to two stratification criteria: the size of the company and the activity sectors, randomly.

The total sample was distributed between these sampling "cells" in a way that does not follow the actual distribution of businesses within the coverage zone: larger businesses were intentionally “over-sampled” in order to get meaningful results for each sample segment.

During data processing, the sample was not weighted because of the small number of enterprises in sectors and the soft employee size criteria.

The person interviewed in each company was a "CEO" or branch manager (280), Euro coordinator (1) or Head of Finance and/or Administration (21), other (48) . The interviewers checked the role of the respondent as well as the accuracy of the enterprise sampling characteristics as delivered by the sample list, namely: the number of employees.

Sizes of the samples

The targeted number of main interviews was 350, the below table shows the achieved sample size by sector and employee size.

	Conducted	% of Total
Total	350	100
Retail trade (including repair of personal and household goods)	235	67.1
Hotels and restaurants	65	18.6
Transport, storage and communication	6	1.7
Financial intermediation	2	0.6
Real estate, renting and business activities	11	3.1
Manufacturing	19	5.4
Construction	11	3.1
DK/NA	1	0.3
Self-employed (without employees)	33	9.4
1-9 employees	201	57.4
10-49 employees	96	27.4
More than 50 employees	18	5.1
DK/NA	2	0.6

Questionnaires

The Cypriot institute translated the questionnaire to their respective national language using a centralized process of back-translation procedure, involving two initial local translations, independent back-translation and central verification of the localised questionnaires.

Further details

For further details you may contact Gallup or The European Commission. The relevant contacts are:

DG ECFIN: Stefan Appel,
Tel: +32-2-295 45 96, Fax: +32-2-298 09 98
Stefan.Appel@ec.europa.eu

GALLUP: Mr. Gergely HIDEG, research director
Tel:+36-30-9709595 (mobile), Fax: +36-1-437 94 44
gergely_hideg@gallup-europe.be,

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2 rue Mercier, L-2985 Luxembourg